



February 28, 2024

To,
Listing Department
NATIONAL STOCK EXCHANGE OF INDIA LIMITED
Exchange Plaza, C/1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai – 400 051

To,
Listing Department
BSE LIMITED
P. J. Towers,
Dalal Street,
Mumbai – 400 001

Scrip Symbol: HONASA

Scrip Code: 544014

Sub: Press Release

Dear Sir / Madam,

Please find enclosed a copy of press release dated February 28, 2024 titled **“After two successful editions, Femina and Mamaearth are back with the new season of Beautiful Indians 2024 – Celebrating the Beauty of Goodness”**.

The contents of the press release give full details.

Kindly take the same on record.

Thanking you,

Yours faithfully,
For **HONASA CONSUMER LIMITED**

DHANRAJ DAGAR
COMPANY SECRETARY & COMPLIANCE OFFICER
Encl: a/a

Honasa Consumer Limited

Registered Office: Unit No - 404, 4th Floor, City Centre, Plot No 05, Sector-12, Dwarka New Delhi 110075

Corporate Office: 10th Floor, Capital Cyberscape, Ullahwas, Sector-59, Gurugram, Haryana - 122102

Email: info@mamaearth.in; Phone: 011 - 44123544 | Website: www.honasa.in

| CIN: U74999DL2016PLC306016 |

After two successful editions, Femina and Mamaearth are back with the new season of Beautiful Indians 2024 – Celebrating the Beauty of Goodness

~Femina and Mamaearth present Beautiful Indians 2024; participation is now open to individuals across India to share their goodness stories

National, February 28, 2024: After two successful editions, the third season of **Femina and Mamaearth Present Beautiful Indians 2024** will once again honour individuals who shine through their remarkable deeds. Continuing in its mission of recognising the goodness in people, the Beautiful Indians platform will put the spotlight on individuals across India who are making the world beautiful, one good deed at the time.

Femina & Mamaearth have opened the entries for participation across India. Individuals can nominate themselves or other deserving personalities in the People For Good category by logging onto <https://www.femina.in/femina-mamaearth-beautiful-indians-2024/#participate>. The Beautiful Indians felicitation will take place on **March 19, 2024**, in Mumbai.

The previous editions were graced by prominent personalities across industries such as Ranveer Singh, Ayushmann Khurrana, Taapsee Pannu, Manushi Chhillar, Armaan Malik, Raja Kumari, Prajakta Koli, Chef Sanjeev Kapoor, Dr Swati Piramal, Raj Shamani, Vikash Dayal, Rani Mukerji, Vicky Kaushal, Vidya Balan, Rajkumar Rao, Sonu Sood, Sania Mirza, Aditya Roy Kapoor, Arjun Kapoor, Vaani Kapoor, Kapil Sharma, Anurag Dobhal, Shaheen Bhatt, Dr Ankur Sarin and Dr Jushya Sarin, Gurmeet Choudhary and Debina Bonnerjee, among others. The awardee list for 2023 also celebrated such personalities as Urmila Asher, who is an inspiration to all hard-working women who aspire to achieve their dreams; Aabid Surti, whose efforts in water conservation are a testament to the power of individual action in creating a better future for our planet; Manvi Tiwari, a young mental health activist who is working to give mental wellbeing the attention it deserves; and Dr Madhumitha Gomathinayagam – India's first transgender HR professional, a social activist who is paving the way for inclusion and diversity in India's workforce and society, among others.

Femina and Mamaearth Present Beautiful Indians 2024 stands as a beacon, dedicated to honouring stories of positive impact.

Sharing his thoughts, **Mr. Rohit Gopakumar, Director -Worldwide Media, & CEO ZENL BCCL TV & Digital Network** said, *"Femina has a legacy of celebrating beauty which is more than just skin deep. Our longstanding commitment lies in showcasing the remarkable stories of individuals who bring about impactful change in their sphere of work. They are the true heroes of the land who inspire and motivate our audience. Beautiful Indians is an exceptional platform from Femina that shines light on the innate goodness within every individual. After 2 successful seasons the third edition of Beautiful Indians (2024), will broaden its impact and bring out inspiring stories from across India. I urge everyone to support this initiative and celebrate the growing goodness around us."*

Speaking about the initiative, **Ambika Muttoo, Editor-in-Chief, Femina**, said, *"We are delighted to announce the commencement of the third season of Beautiful Indians, a platform dedicated to honouring inspiring stories of goodness. Building upon the success of our previous seasons, we are steadfast in our commitment to uncover and share the stories of individuals making a meaningful contribution to society. With these impactful narratives, we aim to inspire others and foster a culture of compassion and positivity. We are privileged to continue our partnership with Mamaearth and eagerly anticipate the opportunity to showcase more uplifting stories from across the nation."*

Ghazal Alagh, Co-Founder & Chief Innovation Officer, Mamaearth, said, *“We are thrilled to be back with yet another season of the much-anticipated Femina & Mamaearth Beautiful Indians. After the incredible love and support we received for previous seasons, we are set to celebrate the true essence of beauty with Season 3. Mamaearth has always been rooted in the values of goodness that shines from within, emphasising that true beauty lies in the actions we take. We firmly believe that beauty transcends the surface, and our collaboration with Femina for Beautiful Indians is a heartfelt testament to that belief. Our partnership for the third consecutive season is a joyous continuation of our shared journey in celebrating goodness, diversity, and the unique stories that make every individual truly beautiful.”*

Embrace the power of positivity with us! Share your stories of inspiration and let's create a ripple effect of goodness! For more information, visit our website: <https://www.femina.in/femina-mamaearth-beautiful-indians-2024/>